

TORPEDO USED TO CLEAR HIGHWAY OF ROAD HOG

"Uncle Dan" Schnabel Finds Sure
Remedy for Common Motorist
Nuisance.

One of the summer touring annoyances is always the motorist who monopolizes the centre of the highway, regardless of the rate at which he is traveling, and thereby compels those who want to pass him to do so at either inconvenience or considerable risk.

Three or four such drivers, scattered along a dusty, narrow highway, can remove from the motoring pleasure of others so much that there is little left.

Since July 4, however, such experiences have not befallen "Uncle Dan" Schnabel, a veteran motorist, of Johnstown, Pa. "Uncle Dan" now takes the road prepared for just such emergencies.

His Independence Day celebration took the form of a jaunt from Johnstown to Altoona—a famous mountain road. He had also provided himself and party with a plentiful supply of noise makers and fireworks.

Several miles out of Johnstown, on a narrow part of the highway, "Uncle Dan" Studebaker "saw" a road hog. In vain "Uncle Dan" manipulated his electric horn. The car ahead kept doggedly in the center. In sheer pique, "Uncle Dan" reached into a handy sack and extracted a giant torpedo, which he hurled toward the other car. It hit the stone road under the car ahead, and let go with a bang. The road hog immediately pulled out at the side of the road.

"Uncle Dan" and the Studebaker swept by. As he looked back, "Uncle Dan" saw the crew of the other car frantically inspecting all four tires to find the suspected blowout. As he picked up car after car on the narrow mountain road, "Uncle Dan" never hesitated. One torpedo and he had the road. Since then he never takes his Studebaker out on any of the mountain highways without full equipment of torpedoes.

His experience finds a parallel in the case of the Ohio motorist who found his Studebaker "Four" often blocked by a load of hay. According to his veracious narrative, he has equipped the car with a horn which neighs like a horse. Driving close up under the rear of the load, he notches this horn. The pilot of the load immediately infers that his cargo is furnishing a free lunch to some neighbor's trotter. He pulls out, and, with one more neigh, the motorist whirls by.

"SIX" HAS INVADED FOUR CYLINDER FIELD

C. A. Emule Says Manufacturers Gain
Experience that Enables Them
to Lower Cost.

It is probable that in the entire automobile history there has been no question so difficult for a buyer to solve as the question of the respective merits of the six-cylinder and the four-cylinder motor.

In this connection, some interesting comparisons were made by C. A. Emule, vice-president of the Chandler Motor Car Company in a recent talk. "The fact that the great majority of motor cars that have been built and sold in the past five years have been of the four-cylinder type, and have proven so generally satisfactory, has caused the average owner and driver to be contented with this type of car," says Mr. Emule. "The continued popularity of the four has been also due to the fact that until recently the prices at which sixes have been sold have been well above prohibitive to the average buyer."

"It is only a matter of common sense to perceive, however, that with all of the chassis details practically the same, the substitution of a four-cylinder motor for a six cannot account for the great difference in the selling price, which until recently existed between the four and six-cylinder models. The addition of two extra cylinders and the small additional material and number of parts required in the six as against the four, can in no way account for the disparity in price, and it is, therefore, most unreasonable to assume that a good four-cylinder car can be built for \$1,500, but that a six-cylinder car of equal character must sell for double that amount of money. It is evident from the increasing number of six-cylinder models which have been marketed within the last year or two at a popular price that the secret of the six has been solved. The public has discovered, however, that the price of all cars has been too high."

The undoubted tendency toward price reduction. Dozens of well-known makes of four-cylinder cars which a few years ago sold for \$2,500, can now be purchased for \$1,500, and the so-called popular-priced four are being sold as low as \$1,000 or less, while the sale of one well-known car at about \$500 is so enormous that it has become one of the industrial wonders of the world. It is a matter of record that the lower the list price of a motor car the greater its sale, for the simple reason that there are

more people able to buy a \$500 car than the number who can afford a \$1,000 car. For this reason manufacturers who are attempting to obtain a large volume of business are making every possible effort to reduce the list price of the car.

"It should be borne in mind that there is no reason for the great disparity between the cost of the four and the six, which has heretofore existed. Take, for instance, a \$1,500 four-cylinder car. A manufacturer experienced in the building of a six should be able to produce a car of equal quality, character, size and equipment to sell for not more than \$1,750. In other words, the buyer who contemplates purchasing a \$1,500 four-cylinder car, by adding \$250 to his investment should be able to purchase a car of equal grade and character equipped with a six-cylinder motor.

This being the case, the cost of a six should not be prohibitive to those who can afford a first-class four. It then becomes merely a question of the respective merits of the two types. On this point it is only necessary for a buyer to take a demonstration in the two types of cars, but this demonstration should be sufficiently thorough to enable him to judge intelligently as to the actual merits of the two types of motors.

"There can be no question that the lowest-priced cars sold in the future will be fours, because a six cannot be built and sold at as low a price as the four, but to those who are willing to pay a small additional initial cost of a six there will eventually be no question in the mind of any one as to the type of car that will be most desirable. In our opinion, the natural preference of the buying public will be for sixes, except with those who cannot afford the several hundred dollars' extra cost involved in the construction of a successful six-cylinder motor."

ROADS IN WESTERN STATES ARE ALL PROPERLY MARKED

Post Card Reports From Ocean-to-Tourists Show Progress of Lincoln Highway.

Daily postal card reports from the drivers of the Saxon car, which has just completed a transcontinental trip from New York to San Francisco, indicate that the Lincoln Highway is being rapidly improved. The reports were arranged by Vice-President Pardington, and through the faithfulness of the tourists in reporting conditions the highway directors are provided with an up-to-the-minute survey of improvements.

Practically every report states: "Road work going on." With the exception of a few spots in the Far West, the reports make the designation, "Roads well marked." There are no "poorly marked" reports from the West, but, curiously enough, there are two or three from the Eastern sections.

However, the roadway is already marked, so that there is little possibility of missing it. The explanation of the Easterners where they had failed to erect as many signs as tourists looked for was to the effect that "everybody" around there knew the road.

The proper marking of every fourth or fifth telegraph pole will be urged, as frequent marks lend confidence to the tourist and add to the enjoyment of his trip.

To mark and sign the Lincoln Way is a big step towards its permanent improvement. Furthermore, it is pointed out, the best marked sections are sure to make the greatest impressions upon travelers.

"WHAT A BEAUTIFUL CAR," SAYS PUBLIC OF "REGAL"

Body Design Is Modeled After a High-Priced Foreign Machine and Is Attractive.

"That foreign designers of automobile bodies are exceptionally capable of pleasing the public fancy is shown by the rather unusual reception given to the new Regal car by people all over the country," says C. P. Henderson, vice president and director of sales and advertising of the Regal Motor Car Company.

"The body design of the new Regal car is modeled after a high-priced foreign machine, even to putting the radiator cap under the hood, where it does not interfere in any way with the long, unbroken lines of the bonnet and body. This design, combined with the low-hung construction of the 1915 Regal gives a clean, graceful appearance of such unusual beauty that the most enthusiastic praise has been given by many motor car fanciers."

While the mechanical features of the car are exceptional, its roominess and comfort very noticeably appeal to every one who has seen the new Regal. "What a beautiful car," has been the main theme of the first remarks of those who have seen it. And in most cases, too, it seems that the appearance of this car, or for that matter, any car, has greater influence in the making of a sale than any other factor. People seem to take for granted

the power and mechanical goodness of a motor car nowadays, and pay more attention to the looks, the roominess, the ease of handling and the little refinements.

It is interesting to note that while only a few American manufacturers have seen fit to embody the best ideas of foreign designers in their cars, those who have produced cars foreign in appearance have achieved rather marked success and have had little difficulty in popularizing their cars."

DETROIT MANUFACTURERS REPORT BRISK BUSINESS

Hugh Chalmers, Henry Ford, Henry B. Joy and Others Say 1915 Outlook Is Excellent.

Detroit, Mich., July 18.—Heads of the big automobile manufacturing plants of Detroit, when questioned to-day as to present conditions of the automobile business and prospects for the future, expressed confidence in the outlook for 1915. Their opinions follow:

Hugh Chalmers, of the Chalmers Motor Company: "Our business this year showed a substantial increase over that of last year, and there is every reason to predict a still larger increase next year. Business is good now. Within a year and a half we have added seven new buildings to our plant, four of them large ones. They have been necessary to take care of our production."

Henry M. Leland, of the Cadillac Motor Company: "Our dealers in all parts of the country send very encouraging reports of the outlook for 1915. Our sales for 1914 were larger in some parts of the country than in 1913; in other parts, smaller. In the aggregate they equaled the business of 1913. All agencies we receive indicate a material increase in business for 1915."

Henry Ford, of the Ford Motor Company, was in Washington, telling President Wilson business was good. Evidence of his opinion of the outlook for 1915 is the construction, now under way, of additional factory buildings, which will double the size

of the Ford plant. The year 1914 thus far has doubled the business of 1913.

Roy D. Chapin, of the Hudson Motor Company: "Business for 1914 was very good, exceeding that of last year by a comfortable margin. Our 1915 cars are on the market, and orders are coming in at a rate which makes us believe that our output for 1915 will be much larger than for this year. Dealers are all optimistic."

Henry B. Joy, of the Packard Motor Company: "We already are taking orders for our new cars for September delivery. Our dealers expect fully to equal their business of 1913, and possibly will do better. The 1914 business was eminently satisfactory, being considerably larger than that of 1913."

Walter Flanders, of the Maxwell Motor Company: "The year 1914 with us has been much better than 1913, and prospects for 1915 business are very good. We see no reason whatever for a slackening and dealers everywhere are expecting a better season than ever before."

GREATER FACILITIES.

Preparing for Larger Manufacturing and Shipping Operations.

Baltimore, Md., July 18.—The Canton Company, of Baltimore, will dredge a thirty-five-foot channel from the channel in Baltimore's lower harbor to the company's concrete pier now under construction. Contract for the channel has been awarded to the Maryland Dredging and Constructing Company, Baltimore, which will at once begin work. A steel superstructure will be built on the pier, which will be 350 feet long by 150 feet wide, while adjacent to it is being erected a six-story concrete construction fireproof warehouse 250 feet long by 50 feet wide. It is estimated that the improvements mentioned will cost \$250,000, and the company's plans contemplate the construction of additional piers and warehouses in accordance with trade demands. These modern facilities of the Canton Company for

manufacturers and other shippers are steadily attracting new and additional investments of capital at Baltimore for meeting the needs of commerce.

PROGRESS AT CHARLESTON.

South Carolina's Port Rapidly Becoming a Manufacturing City.

Charleston, S. C., July 18.—In an elaborate report just made, the managing secretary of the Charleston Chamber of Commerce says: "Our banks show an increase in deposits of from \$11,200,000 in 1900 to \$20,800,000 in 1914, and our clearances

have increased from \$71,700,000 in 1907 to \$100,000,000 in 1913. The same corresponding increases are shown all along the line. While Charleston has never been considered a manufacturing point, we have 145 different industries, with a total capital exceeding \$31,000,000, and an annual product of \$18,200,000, and an annual payroll of \$4,400,000, employing 9,923 men. The annual wholesale business exceeds \$30,000,000. All these statistics have been either taken from the United States Government reports or from careful compilation by this body by house-to-house canvass."

Many Fish Distributed.
Washington, D. C., July 17.—Secretary of Commerce Redfield has just been informed by the Commissioner of Fisheries that advance reports received from the fish-cultural stations of the Bureau of Fisheries in all parts of the country indicate that during the fiscal year which closed June 30, 1914, the number of food and game fishes propagated and distributed by the bureau was considerably in excess of that of any previous year. The output was approximately 4,000,000, of which 187,000,000 represented the migratory food fishes of the Atlantic coast streams, 1,000,000,000 the commercial fish of the Great Lakes, 2,200,000,000 the important food fishes of the North Atlantic coast, over 200,000,000 the salmon of the Pacific seaboard and the remainder of the fishes of the minor interior waters.

REGAL

Men Like the Power and Economy of the New REGAL — Women Admire Its Beauty and Comfort

Just think of a motor that develops 39 h. p. on brake test, in a car that weighs from 300 to 500 pounds less than other cars around its price.

Power enough to go anywhere with ease—and the lessened weight means a good many more miles out of a gallon of fuel or a set of tires.

No car at any price has better body-lines than the Regal—a perfect streamline with even the radiator cap under the hood.

And five grown folks find plenty of room—there's a 48-inch tonneau seat, and doors nearly two feet wide.

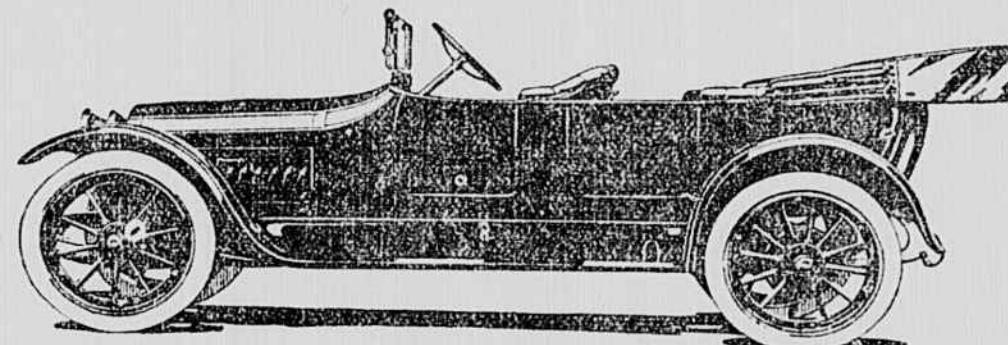
Come to our showrooms and learn the rest of the Regal story. We will arrange the Regal ride to suit you.

Regal Motor Car Company, Detroit, Michigan

Eastern Motor Sales Corporation

Phone Randolph 2666

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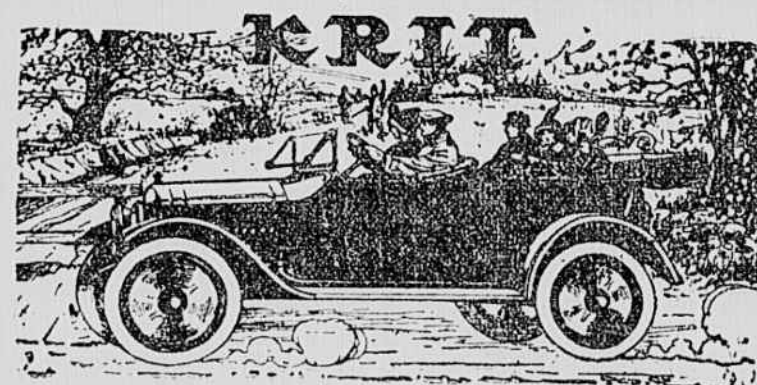
Five Passenger, Electric Starting and Lighting

BUY FLISK TIRES

When it's time to Retire.

Eastern Motor Sales Corp.,

920 W. BROAD ST.,
RICHMOND, VA.



Why Pay for Useless Weight?

KRIT lightness comes from correct design—not from skimping. 120 pounds in weight is saved by using aluminum for our crank case and transmission case. The sturdy, powerful KRIT motor weighs only 283 pounds, as against 400 to 550 pounds for motors in cars the same size and power of the KRIT. And so on—throughout the car.

Engineers tell us that the KRIT is two years ahead of its field, for it possesses, at \$950, the quality features you find in cars at double the price. The sensational sales records made by the new KRIT is an endorsement by critical motorists that proves these experts right.

So, we ask you, what more can you get in a higher priced car? More weight, perhaps, but weight only adds to the expense of upkeep. More rated horsepower, but much of the extra horse power is used up in carrying around the extra weight—and the rest of the excess power you do not need. For the KRIT will take you anywhere you want to go. It will take you there speedily, safely and comfortably.

Learn more about the economical, dependable KRIT—the moderate priced car with the high priced features. A ride will demonstrate to you the rare quality in this car—you can't get elsewhere at the price.

Alsop Motor Company, Inc.
821 W. Main. Randolph 2672.